

SPORTS

LVMH, Dior sign Paralympic champion Pauline Droulde to ambassador deal

November 2, 2023



French tennis player Pauline Droulde will represent the sponsor at the 2024 Paralympic Games in Paris. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

As the upcoming competition's premium partner, French luxury conglomerate **LVMH** is enhancing its athletic roster across the board.

The group has signed French tennis player Pauline Droulde to an ambassador deal ahead of the world's biggest sporting events to feature disabled participants. Ms. Droulde will represent French fashion house Dior as an Artisan of All Victories at the 2024 Paralympic Games in Paris.

Good sport

The ambassadorship arrives as part of LVMH's overarching sponsorship of the Paris 2024 Olympic and Paralympic Games.

Announcing involvement in July 2023 ([see story](#)), the group has since activated in light of the global occasion, establishing agreements with several athletes.

Ms. Droulde joins three other LVMH-affiliated talents, including French swimmer Lon Marchand, French gymnast Mlanie de Jesus dos Santos and French fencer Enzo Lefort, in taking up the new role. The appointee herself is a triple champion of France in wheelchair tennis.

LVMH and Dior support Pauline Droulde for Paris 2024

Like all Artisans of All Victories, Ms. Droulde will receive direct support ahead of the Olympic and Paralympic Games. She is celebrated by LVMH for her "ambition and engagement," both values that she is said to share with Dior.

After being hit by a car in October 2018, Ms. Droulde had to have her left leg amputated. As a longtime tennis player, the competitor rallied after the life event and sought to compete in the Paralympic Games Paris 2024.

To date, Ms. Droulde has won the wheelchair tennis French championships for three consecutive years, starting in 2021. Today she is ranked the 13th-best in the world for her sport.

Support for the athlete continues a tradition on the part of LVMH and its maisons of partnering with the world of athletics.

From making trophies to designing trunks, the conglomerate has hands in a variety of sports, including rugby, basketball,

soccer, automobile racing and of course, tennis.

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.